



# Massachusetts Department of Public Health

## Tobacco Control Program

Tobacco use is the number one cause of preventable death and disability in the Commonwealth and in the US today. More than 9,000 Massachusetts residents die each year from the effects of tobacco—one person every hour of every day. Thousands more are disabled by tobacco use and suffer major reductions in their quality of life.

The Massachusetts Tobacco Control Program reduces the health and economic burden of tobacco use in the Commonwealth by:

### 1. Preventing young people from starting to smoke

- Mass Youth Against Tobacco maintains The84.org, a web-based intervention for young people; conducts a film short contest; and awards 50 mini-grants to help youth groups and school programs tackle tobacco locally through civic engagement. Regional Youth Advisory Groups across the Commonwealth inform youth-focused strategies.
- Twenty-one local Board of Health contracts enforce youth access regulations and conduct retailer education in a total of 195 municipalities (74% of the population).
- Five youth access prevention programs serve 93 municipalities by educating tobacco retailers, conducting compliance checks and working with community and parent groups.
- In 2007, the Department of Public Health, in partnership with the Attorney General's Office, launched *Under 27/Under 18*, an innovative retailer education and counter-marketing campaign.
- In 2008, the Department will launch the 5-2-1-0 program, a school-based interactive learning curriculum for middle schoolers.

### 2. Protecting children and adults from secondhand smoke

- All programs funded through MTCP provide education on the risks of secondhand smoke.
- Local Boards of Health enforce the smoke-free workplace law
- MTCP maintains a toll-free hotline for people to report violations of the law.
- The CEASE pilot project supports pediatricians' interventions with parents who smoke.
- A health communications campaign aimed at eliminating secondhand smoke from schools was launched in Fall 2007.
- New statewide projects and a health communications campaign focused on smoke-free families will launch in the spring of 2008. Helping current smokers to quit

**Make smoking history.**

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### **3. Helping current smokers to quit**

- The state's toll-free telephone Quitline (1-800-Try-to-STOP), interactive quit-smoking website (TrytoSTOP.org), and QuitWorks healthcare provider referral program ([www.Quitworks.org](http://www.Quitworks.org)) provide free services to Massachusetts smokers who want to quit.
- Twenty Community Health Centers participate in a pilot project to reduce smoking among high risk populations.
- Pilot programs at two rural hospitals are improving provider reminder systems to reach women who smoke during pregnancy.
- The Ready-Set-Quit program engages leaders from municipalities in a community campaign that moves smokers to quit through education and free nicotine patches.
- MTCP continues to promote MassHealth's quit-smoking benefit.

### **4. Identifying and eliminating tobacco-related disparities**

- Five Community Smoking Intervention Demonstration Projects pursue innovative strategies that will reduce smoking in high-risk communities.
- Funding is provided to Boston, Lawrence, New Bedford, Worcester and Franklin County. MTCP's data collection efforts track and evaluate the needs of special populations that smoke at higher rates than average.
- MTCP also oversees seven projects that are currently developing strategic plans to reduce smoking prevalence in vulnerable populations.

### **5. Develop and implement health communication interventions**

- **Fight 4 Your Life** uses paid media to motivate smokers to quit and provides information insurance coverage, stop-smoking medications, and other resources.
- A campaign raising adults' awareness about secondhand smoke in schools involves paid media and free materials. .
- Materials about quitting smoking, secondhand smoke, and other tobacco-related issues are available in many different languages from the Massachusetts Health Promotion Clearinghouse ([www.MAClearinghouse.com](http://www.MAClearinghouse.com)).

### **6. Conduct surveillance and evaluation**

- MTCP collects and analyzes data and issues reports on smoking prevalence, the health and economic impact of tobacco, secondhand smoke exposure, and trends in tobacco use among specific populations.
- MTCP produces maps on smoking prevalence, smoking during pregnancy, and lung cancer deaths by geographic region.
- An innovative web-based system tracks and reports illegal sales of tobacco to minors. MTCP monitors and evaluates local program initiatives to ensure quality and cost-effectiveness.
- Reports and data are made available to the public and to policymakers to help inform their decisions.

For more information: [www.mass.gov/dph/mtcp](http://www.mass.gov/dph/mtcp), [www.makesmokinghistory.com](http://www.makesmokinghistory.com), [www.trytostop.org](http://www.trytostop.org), 1-800-Try-to-STOP.